

ORDER



KLAS

Orders	Order / Rev:	37088
	Alt Order #:	08853844
	Product Desc:	ISSUE
	Estimate:	1576
	Flight Dates:	09/25/12 - 10/01/12
	Original Date / Rev:	08/23/12 / 10/01/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	Great American Media
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Avenue NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	DCCC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:10:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	33	\$46,250.00	\$39,312.50	September 2012	33	\$46,250.00	\$39,312.50	0.00
10/01/12	10/01/12	7	\$7,450.00	\$6,332.50	October 2012	7	\$7,450.00	\$6,332.50	0.00
					Totals	40	\$53,700.00	\$45,645.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	North America	USA	Start Of Order - End Of Order	100%

Start of Order End of Order

Order Share	Share	Total
KLAS	30%	\$53,700.00
Market	100%	\$179,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$44,750.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,950.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINK/WN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/25/12	10/01/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
8 NEWS NOW AT 5A															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/25/12	10/01/12	MTWTF--	2	\$800.00	0.00										
E 2	8	09/25/12	10/01/12	CM	6-7a	MTWTF--	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 6a M-F															
8 News Now 6a M-F															
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 3	8	09/25/12	10/01/12	MTWTF--		2				\$900.00		0.00			
CBS This Morning 7-9a CM															
CBS This Morning															
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
E 6	8	09/25/12	10/01/12	MTWTF--		2				\$800.00		0.00			
Live w/Kelly CM															
Live With Regis & Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	8	09/25/12-10/01/12	Live w/Kelly			9-10a				MTWThF----	:30	(\$750.00)	0.00	NM	
See MG 6.4															
4	8	09/25/12-10/01/12	Live w/Kelly			9-10a				MTWThF----	:30	\$750.00	0.00	NM	
(M) MG for 6.1 10/01															
E 7	8	09/25/12	10/01/12	8 News Now Noon M-F	CM	12-1230p				MTWTF--	:30	4	\$750.00	LV1	
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12	MTWTF--			4				\$750.00		0.00			
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	8	09/25/12-10/01/12	8 News Now Noon M-F			12-1230p				MTWThF----	:30	(\$750.00)	0.00	NM	
Credited moved to 35847															
2	8	09/25/12-10/01/12	8 News Now Noon M-F			12-1230p				MTWThF----	:30	(\$750.00)	0.00	NM	
See MG 7.5															
5	8	09/25/12-10/01/12	8 News Now Noon M-F			12-1230p				MTWThF----	:30	\$750.00	0.00	NM	
(M) MG for 7.2 10/01															
E 8	8	09/25/12	10/01/12	Ellen	CM	3-4p				MTWTF--	:30	1	\$900.00	LV2	
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12	MTWTF--			1				\$900.00		0.00			
E 9	8	09/29/12	09/29/12	Politics Now S Sebelius	CM	Various	-----S-			:30	1	\$1,000.00	LV1	0.00	
Politics Now S Sebelius															
THE INSIDER WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----S-			1				\$1,000.00		0.00			
E 10	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wknd	CM	530-6p	-----S			:30	1	\$550.00	LV2	0.00	
Inside Edition Wknd															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----S			1				\$550.00		0.00			
E 11	8	09/25/12	10/01/12	8 News Now 4p M-F	CM	4-5p				MTWTF--	:30	4	\$1,100.00	LV1	
8 News Now 4p M-F															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12	MTWTF--			4				\$1,100.00		0.00			
E 12	8	09/25/12	10/01/12	8 News Now 5-630p M-FCM	CM	5-630p				MTWTF--	:30	4	\$1,300.00	LV2	
8 News Now 5-630p M-F															
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12	MTWTF--			4				\$1,300.00		0.00			
E 13	8	09/29/12	09/29/12	8 News Now Sat 5-7p	CM	5-7p	-----S-			:30	1	\$700.00	LV1	0.00	
8 News Now Sat 5-7p															
8 NEWS NOW AT 5PM-SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/25/12	10/01/12	MTWTF--			4				\$700.00		0.00			

